



Male Contraception Initiative

STRATEGIC PLAN 2015-2018

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Introduction & Summary

This strategic plan is a living document originally created in January of 2015. This document is intended to provide organizational guidance as well as to communicate our efforts and vision to potential supporters. This is the first version of this document and so we look forward to updating it as we achieve more of our goals.

By the start of 2015, we've developed a website detailing the latest developments on male contraception. We've also included a blog and forum. The site has already had over 1,500 unique viewers. We've also developed our social media for further outreach. Finally, we've started to coordinate with promising male contraceptive researchers across the globe.

We look forward to not only engaging the public but also directly working with male contraceptive researchers. This year, we anticipate sending out a research team as well as crowdfunding to further at least one male contraceptive. Our long-term goal is to increase our number of our male contraception subscribers to over 25,000 and to complete at least four projects directly advancing male contraceptive research by 2018.

Thank you for your interest in Male Contraception Initiative. We look forward to your support!

Organizational Description, History, & Problem/Solution Statement

Male Contraception Initiative is a 501(c)3 nonprofit that works enable advances in male contraception as well as to properly reflect its demand. We advance this mission by providing financial and technical resources to male contraceptive researchers as well as providing a hub for advocates to demand male contraception.

We originated from a startup grant from the Parsemus Foundation. Our co-founders' backgrounds include contraceptive research, law, nonprofits, accounting, and public health. Once organized in 2014, we incorporated and formed our board. We received our 501(c)3 status the same year. We've also added an advisory board and hired a half-time executive director.

The problem we seek to solve is the lack of contraceptive options for men. The only reversible option, the condom, is not sufficient to prevent pregnancy. Its real-world annual pregnancy rate is 18%. This is unacceptable. Unplanned pregnancies have significant immediate and long-term impacts on men, women, and children. Men are willing to stand up and improve this public health problem. They just need the effective contraceptives to do so.

The solution is to have multiple male contraceptive options widely available. We advance this goal by working with researchers. We help them with funding, technical advice, and reflecting public demand. To reduce unplanned pregnancies—which make up half of all pregnancies—we need multiple male contraceptive options on the market. We want men to have diverse options such as long-acting reversible contraceptives and pill-based methods with different mechanisms of action. We expect that creating these options will significantly reduce unplanned pregnancies and positively impact the lives of men, women, and children. Male contraception is a solution that is overdue.

Environmental Analysis

Internal Environment

Our organization is new and has the traditional early-starter capacity issues that are taken for granted by older organizations with existing funding streams. We are currently pursuing multiple funding options. Additionally, we are setting up multiple internal systems such as donor relations, marketing, PR, and outreach. We have a strong network connected to contraceptive research departments in the U.S. Our network extends to contraceptive researchers across the globe, many of whom are on our advisory board.

External Environment

Our external barrier is the mere fact that male contraceptive options would (unfortunately) be new. Like anything new, there can be resistance and pessimism. We address this by focusing on early adopters where the demand is already strong. One of our initial goals will be to make it widely known that male contraception is not just a possibility; it's inevitable. Male contraceptives are being developed as this report is being written. By speaking loudly on male contraception, we reflect the demand and encourage funding. Consequently, this increases the scope and efficacy of new male contraceptive options.

SWOT Analysis

Strengths	Weaknesses
Leader on male contraception information.	Community still needs to be built
Strong network of male contraception researchers	Small e-mail base (<500).
Large potential impact.	Community not yet engaged.
Mission easy to relate to	Branding
Interest from press	Capacities for marketing, PR, and donor development still require implementation
	Website has deficiencies
Opportunities	Threats
University population would be a prime target audience	Potential ideological opposition
High potential for growth	Common false claims on male contraception (ex// men wouldn't use it)
Become go-to place for information on male contraception.	
Become go-to place for organizing male contraception supporters	
Large potential audience	

Gap Analysis

<p style="text-align: center;"><u>Engagement</u></p> <p>Website</p> <ul style="list-style-type: none"> ➔ Current: Issues in layout, branding, and technical specs ➔ Desired: Clean layout and branding while retaining ease of use <p>Social Media</p> <ul style="list-style-type: none"> ➔ Current: <500 followers, limited-moderate engagement ➔ Desired: Cohesive social media campaign with larger support base <p>Public Relations</p> <ul style="list-style-type: none"> ➔ Current: Semi-regular media interviews ➔ Desired: Media training, public talks <p>E-mail List</p> <ul style="list-style-type: none"> ➔ Current: <100 subscribers ➔ Desired: Build list and differentiate based on categories of interest 	<p style="text-align: center;"><u>Fundraising</u></p> <p>Donor Engagement</p> <ul style="list-style-type: none"> ➔ Current: Rudimentary system ➔ Desired: Systematic monitoring and donor involvement <p>Merchandise</p> <ul style="list-style-type: none"> ➔ Current: Absent ➔ Desired: Apparel, bumper stickers, et cetera <p>Grants</p> <ul style="list-style-type: none"> ➔ Current: Initial success with seed money for first year ➔ Desired: Increase in number and size
	<p style="text-align: center;"><u>Bringing Male Contraceptives to Market</u></p> <p>Research</p> <ul style="list-style-type: none"> ➔ Current: Connected with and assist numerous male contraceptive researchers, sought for advice ➔ Desired: Develop projects directly advancing male contraceptive research progress <p>Market</p> <ul style="list-style-type: none"> ➔ Current: No new male contraceptives on market ➔ Desired: Multiple male contraceptive options

Strategy

Vision

Male Contraception Initiative's vision is to enable multiple new male contraceptives to come to market and be widely available and affordable.

Mission

The mission of Male Contraception Initiative is to educate on, generate support for, and advance male contraceptive options.

Strategic Objectives

Messaging, Engagement, & Outreach				
<u>Program</u>	<u>Resources</u>	<u>Actions</u>	<u>Measurables</u>	<u>Timeline</u>
Blog & Article Creation	<ul style="list-style-type: none"> - ED hours - Guest bloggers - Board contribution - Editors 	<ul style="list-style-type: none"> - Write pieces - Edit pieces - Share - Recruit & utilize existing guest writers 	<ul style="list-style-type: none"> - 12 ED blogs - 2 board blogs or co-authorships each - 6 guest blogs 	2015 Year (Repeating)
Public Relations	<ul style="list-style-type: none"> - PR Team - PR Software - ED Hours - Press Kit - PR Plan 	<ul style="list-style-type: none"> - Apply PR Plan - Identify & Target Outlets - PR Training - Perform Interviews - Strategic Press Releases 	<ul style="list-style-type: none"> - 20 interviews - 5 news stories 	2015 Year (Repeating)
Public Speaking Engagement	<ul style="list-style-type: none"> - ED or board hours - Transportation, lodging, food, & attendance cost - Printed materials 	<ul style="list-style-type: none"> - Monitor opportunities - Prepare & give presentation - Prepare necessary materials 	<ul style="list-style-type: none"> - 2 presentations 	2015 Year (Repeating)

Messaging, Engagement, & Outreach (Continued)				
<u>Program</u>	<u>Resources</u>	<u>Actions</u>	<u>Measurables</u>	<u>Timeline</u>
Newsletter	<ul style="list-style-type: none"> - ED hours - Consulting for advanced list techniques & best practices - MailChimp Fees 	<ul style="list-style-type: none"> - Write & send newsletters - Implement best practices 	<ul style="list-style-type: none"> - 12 newsletters - Targeted e-mails as appropriate 	2015 Year (Repeating)
House Party	<ul style="list-style-type: none"> - ED hours - Board & volunteer hours - Host - Possible guest speaker 	<ul style="list-style-type: none"> - Identify host - Assist for event - Create event plan - Include fundraising 	<ul style="list-style-type: none"> - 2 House parties 	2015 Year (Repeating)
Whitepaper	<ul style="list-style-type: none"> - ED hours - Board (including advisory) hours - Expert volunteers 	<ul style="list-style-type: none"> - Create outline and prioritize messaging - Assign sections - Publish on site - Press release 	<ul style="list-style-type: none"> - Whitepaper 	2015

Advocacy & Enablement				
<u>Program</u>	<u>Resources</u>	<u>Actions</u>	<u>Measurables</u>	<u>Timeline</u>
Contraceptive Research Advancement	<ul style="list-style-type: none"> - ED hours - Board hours - Possible significant travel and consulting - Expert support - Potential grant review board 	<ul style="list-style-type: none"> - Apply for grant or other funding - Translators as necessary - Set up travel logistics - Identify goals for trip - Writeup & Press 	<ul style="list-style-type: none"> - Deliverables from trip - Press - Article 	2015 Year (Repeat as Necessary)
Student Advocacy Groups	<ul style="list-style-type: none"> - ED hours - Board & volunteer hours 	<ul style="list-style-type: none"> - Campus recruitment - Training - Monitoring 	<ul style="list-style-type: none"> - 2 Active student groups 	2015 Year (Repeating)
Contraceptive Grant Program	<ul style="list-style-type: none"> - ED hours - Board hours - Grant advisory committee - Application structure - Crowdfunding completion 	<ul style="list-style-type: none"> - Create grant advisory committee - Reach out to researchers - Grant monitoring - Press releases 	<ul style="list-style-type: none"> - At least 1 \$20K grant delivered 	2015 Year (Repeating)

Fundraising				
<u>Program</u>	<u>Resources</u>	<u>Actions</u>	<u>Measurables</u>	<u>Timeline</u>
Donation Management & Donor Relations	<ul style="list-style-type: none"> - ED hours - Board hours - Specialized online processing and donor management software - Expert Volunteer or Consulting - Significant Research - Donor Relations Written Plan 	<ul style="list-style-type: none"> - Create donor relations written plan - Pair board members with donors - Implement fundraising outreach plan - Donor management design & record keeping 	<ul style="list-style-type: none"> - >25% increase in donations 	2015 Year (Repeating)
Crowdfunding	<ul style="list-style-type: none"> - ED hours - -Board hours - Crowdfunding plan/consulting - Target program - Marketing funds - Video production tools - Identify perks 	<ul style="list-style-type: none"> - Create plan & ID consultant - Create video and page layout - Supply and deliver perks - Engage marketing - Engage press 	<ul style="list-style-type: none"> - >\$20K in funds for project - >200 e-mails added to list - >2 spots in press 	2015 Year (Repeating)

Fundraising (Continued)				
<u>Program</u>	<u>Resources</u>	<u>Actions</u>	<u>Measurables</u>	<u>Timeline</u>
Merchandise	<ul style="list-style-type: none"> - ED hours - Merchant Provider - Board or Volunteer Hours - Expert Designer Contractor or Volunteer 	<ul style="list-style-type: none"> - Choose merchant provider - Design merchandise - Figure pricing - Record keeping 	<ul style="list-style-type: none"> - Sell >\$500 in merchandise - Online store with CES products 	2015 Year
Grants	<ul style="list-style-type: none"> - ED hours - Board and Volunteer Hours - Expert Support - >\$8K for contracting out 	<ul style="list-style-type: none"> - Identify contractor - Coordinate with contractor on grantor identification & writing - Record keeping 	<ul style="list-style-type: none"> - 3 Grant proposals submitted - >\$75K in grants and large donations 	2015 Year (Repeating)

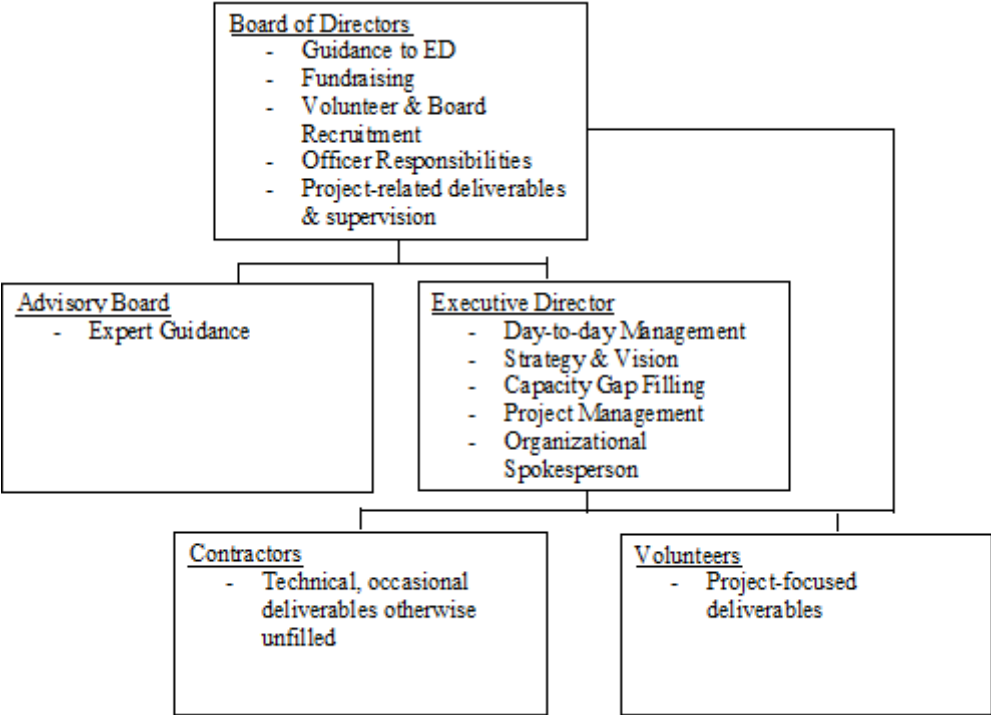
Existing Wins & Activity

<u>Messaging, Engagement</u>	<u>Advocacy & Enablement</u>	<u>Collaborations</u>
<p><i>Social Media, E-mail, & Website</i></p> <ul style="list-style-type: none"> - >7K unique website visitors/month - >220 Twitter followers - >560 Facebook likes - >48K YouTube watches - >560 newsletter subscribers <p><i>Additional Communications</i></p> <ul style="list-style-type: none"> - Organizational video with >17K views - Branded print messaging - >20 blog articles - Petition with >11K signatures for vasectomy ACA inclusion - Crowdfunding campaign (international coverage) 	<p><i>Researchers in Network</i></p> <ul style="list-style-type: none"> - Dr. Michael O’Rand - Eppin (US) - Dr. John Amory - Hormonal gel & inhibition of testicular retinoic acid biosynthesis (US) - Dr. Nnaemeka Amobi – Clean sheets pill (UK) - Dr. Bambang Prajogo – Gendarussa (Indonesia) - Elaine Lissner & Parsemus Foundation – Vasalgel (US) - Gary Flyn – Spacefill Discovery (US) - + Others <p style="text-align: center;"><u>Presentations</u></p> <p><i>Conferences, Groups, & Events</i></p> <ul style="list-style-type: none"> - Maryland Montgomery County Green Party 	<p><i>Organizations</i></p> <ul style="list-style-type: none"> - Parsemus Foundation - World Vasectomy Day - Reproductive Health Supplies Coalition - FHI 360 - Airlangga University - RTI - Spacefill Discovery <p style="text-align: center;"><u>Fundraising</u></p> <p><i>Grantors Over \$50K</i></p> <ul style="list-style-type: none"> - DKT International - Parsemus Foundation

Media

<p style="text-align: center;"><i><u>Print</u></i></p> <ul style="list-style-type: none">- Think Progress- Huffington Post- The Telegraph- Metro International- Bust Magazine- The Nation- Marie Claire- Men's Fitness- A-Plus- Fuse- CheatSheet- Motherboard UK Vice- IEEE Pulse	<p style="text-align: center;"><i><u>Print (Continued)</u></i></p> <ul style="list-style-type: none">- Motherboard-Vice- Revelist- Mother Jones- GOOD Magazine- Men's Health- <i>Our Bodies Ourselves</i> <p style="text-align: center;"><i><u>Radio</u></i></p> <ul style="list-style-type: none">- NPR AirTalk- Maggie Linton Show- PowerFM
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Organization Structure & Responsibilities



Current Resources

Personnel: Half-time executive director, 4-member board of directors, 6-member advisory board, 5+ volunteer base

Existing Annual Budget: \$50,000